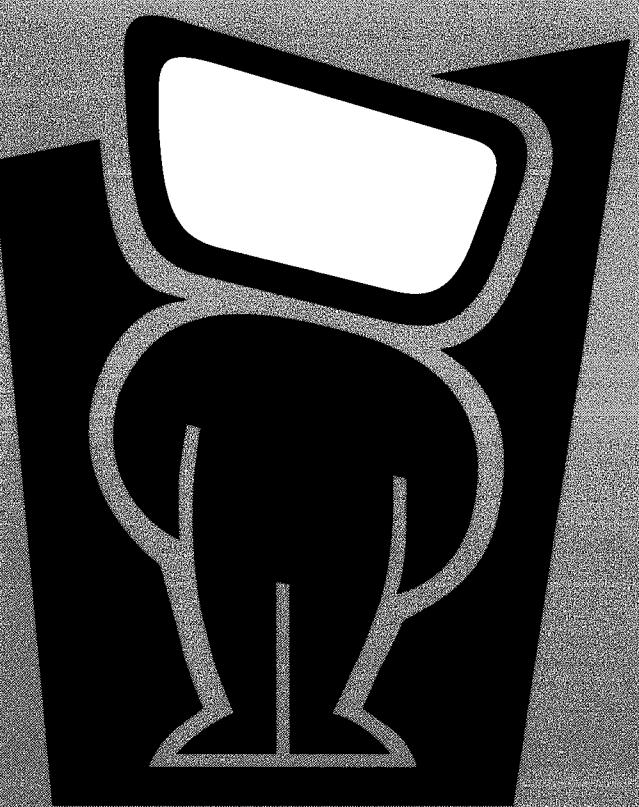


# DIGITAL MEDIA

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## What's hype? What's real?

What's going on with digital convergence? Last year it was the next big thing. Now the mega-deals are falling apart. Has someone called off the revolution?

Will it be years before the Internet is built, or can we travel it already on the telephone?

Which is the real market, television systems for companies or consumers?

Is the FCC really to blame for the failure of the telephone and mergers?

When cable finally arrives in our dens and living rooms, will it be on a computer or on a television set?

Which are the best servers for video and audio?

For answers to these and other timely questions, we invite you to join us for Digital Media Outlook, the second annual Technologic conference on the future of new information delivery systems.

As the television age becomes the age of digital media, computer technology is reshaping our communications, our culture, and our economy. Over the last decade, the microelectronics revolution has given rise to the multibillion-dollar personal computer industry. In the decade ahead,

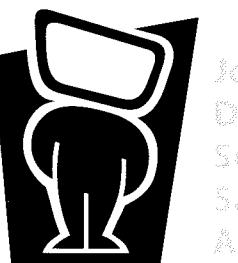
microelectronics and advances in lasers, optical fibers, data compression, and satellite communications will create even larger markets — a true digital technology for the rest of us.

But who will the winners be? The computer companies, the media companies, new companies, or partnerships of all three? Which technologies will flourish, and at what pace? At Digital Media Outlook, you'll get the answers directly from the leaders in computers, software, broadcasting, publishing, and education.

During the next few years, computer technology will transform three of our most important cultural institutions — our schools, our mass media, and our entertainment industry. Content needs will influence the technology choices and opportunities, just as the enabling technologies will change the nature of teaching and programming. That's why Technologic Partners is bringing together top executives from the traditional media as well as the computer and software industries.

This is not a multimedia conference; our focus is business. Why? Because business is being transformed for its own sake. As worlds converge, where are the opportunities for those who make computers, software, semiconductors, or communications systems, and for those who operate television networks, publish books or records, or produce films? At Digital Media Outlook, we'll examine the market realities and lay out the competitive issues that determine winners and losers in this emerging and often confusing industry.

If it's your job to follow new technologies in computing as the industry moves beyond the desktop, or if you monitor the future of broadcasting or publishing, this is the conference for you.



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